

CLAIM AMENDMENTS

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Claims 1-6 (Cancelled)

Claim 7. (Currently Amended) A method comprising:
allowing the use of a content on a content receiver;
automatically interrupting the use of content;
enabling the receiver to temporarily replace the content with advertising;
accessing a predetermined rating assigned to one or more characteristics of
said content, said rating based on the degree to which said one or more characteristics is present
within content; and
comparing said rating for the content to a rating ~~of the same one or more~~
characteristics specified by an advertiser, said advertiser to specify the rating for one or more
content characteristics.

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Claim 8. (Previously Amended) The method of claim 7 including enabling a variety
of content to be selected for play at any time.

Claim 9. (Previously Amended) The method of claim 7 including automatically
replacing the content with advertising after allowing content to be used for a predetermined
amount of time.

Claim 10. (Previously Amended) The method of claim 7 including automatically
determining at predetermined times whether to replace the content.

Claims 11-16 (Cancelled)

Claim 17. (Currently Amended) An article comprising a medium for storing
instructions that enable a processor-based system to:
allow the use of content on the system;
automatically interrupt the use of content;

enable the system to temporarily replace the content with advertising;
access a predetermined rating assigned to one or more characteristics of
said content, said rating based on the degree to which said one or more characteristics is present
within content; and

compare said rating for the content to a rating ~~of the same one or more~~
~~characteristics~~ specified by an advertiser, said advertiser to specify the rating for one or more
content characteristics.

Claim 18. (Previously Amended) The article of claim 17 further storing instructions
that enable a processor-based system to enable a variety of content to be selected for play at any
time.

Claim 19. (Previously Amended) The article of claim 17 further storing instructions
that enable a processor-based system to automatically replace content with advertising after
allowing content to be used for a predetermined amount of time.

Claim 20. (Previously Amended) The article of claim 17 further storing instructions
that enable the processor-based system to automatically determine at predetermined times
whether to replace said content.

Claim 21. (Currently Amended) A system comprising:
a receiver that receives the transmission of content, said receiver including
a shell to enable the use of content to be interrupted and temporarily replaced with advertising;
and

storage coupled to said receiver storing instructions that enable said
receiver to access a predetermined rating assigned to one or more characteristics of said content,
said rating based on the degree to which said one or more characteristics is present within
content, and compare said rating for the content to a rating ~~of the same one or more~~

characteristics specified by an advertiser, said advertiser to specify the rating for one or more content characteristics.

Claim 22. (Original) The system of claim 21 wherein said system is a television receiver.

Claim 23. (Original) The system of claim 21 wherein said storage stores instructions that enable the receiver to access an indicia that indicates a characteristic of the content.

Claim 24. (Original) The storage of claim 23 wherein said storage stores instructions that enable the receiver to determine the type of content.

Claim 25. (Original) The system of claim 23 wherein said storage stores instructions that enable the receiver to determine the suitability of the content.

Claims 26-27 (Cancelled)

Claim 28. (Original) The storage of claim 21 wherein said receiver automatically to replace the content with advertising after allowing content to be used for a predetermined amount of time.

Claim 29. (Original) The system of claim 21 wherein said receiver automatically determines at predetermined times whether to replace the content with advertising.

Claim 30. (Original) The system of claim 21 wherein the receiver enables a variety of content to be selected for play at any time.

Claim 31. (Previously Added) The method of claim 7 wherein accessing a predetermined rating includes accessing a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.

Claim 32. (Previously Added) The article of claim 17 further storing instructions that enable a processor-based system to access a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.

Claim 33. (Previously Added) The system of claim 21 wherein said storage stores instructions that enable the receiver to access a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.

Claim 34. (New) A method comprising:
assigning a rating to content, said rating based on the degree to which a characteristic is present in said content; and
comparing said assigned rating of content to a content rating required by an advertiser, said content rating required by said advertiser to indicate the characteristic with which the advertiser's advertisement may be associated.

Claim 35. (New) The method of claim 34 further including determining whether the assigned rating of said content and said content rating required by said advertiser match.

Claim 36. (New) The method of claim 35 further including comparing content type to a type of content required by the advertiser.

Claim 37. (New) The method of claim 36 wherein comparing content type includes comparing musical content to a type of content required by the advertiser.

Claim 38. (New) The method of claim 34 wherein assigning a rating to content includes assigning the rating based on the degree to which a potentially undesirable characteristic is present in said content.

Claim 39. (New) The method of claim 38 wherein assigning the rating based on the degree to which a potentially undesirable characteristic is present in said content includes

assigning the rating based on the degree to which a potentially undesirable characteristic from the group consisting of sexual content, violence and offensive language is present in the content.

Claim 40. (New) The method of claim 35 further including receiving content on a content receiver and automatically interrupting the use of content to replace said content with said advertiser's advertisement when said assigned rating of said content and said content rating required by said advertiser match.

Claim 41. (New) The method of claim 40 wherein automatically interrupting the use of content includes replacing said content with said advertiser's advertisement after allowing the content to be used for a predetermined amount of time.